

The year-wise details of Government advertisements issued through the Central Bureau of Communication (CBC) to Odia language newspapers and television channels during the last five years

FY	AV (Rs. In Cr.)	Print (Rs. In Cr.)
2020-21	1.41	6.19
2021-22	0.45	5.50
2022-23	0.85	8.63
2023-24	1.71	8.71
2024-25	3.30	5.20

## ANNEXURE-I

PRINT MEDIA EXPENDITURE IN ODIA LANGUAGE FOR FINANCIAL YEAR 2020-2021			
SL.NO	NEWSPAPER NAME	LANGUAGE	AMOUNT OF EXPENDITURE
1	AAROOP	ODIA	180,348
2	AGNISHIKHA	ODIA	29,356
3	AJIKALI	ODIA	1,505,611
4	ANUDHYANA	ODIA	10,813
5	ANUPAM BHARAT	ODIA	670,286
6	ASHA PRADEEP	ODIA	6,159
7	BEHURA	ODIA	12,605
8	BHARAT DARSAN	ODIA	38,388
9	BHARAT DARSHAN	ODIA	19,083
10	DAKSHYATA	ODIA	6,467
11	DARSHANA	ODIA	170,117
12	DESABARTA	ODIA	53,444
13	DHARITRI	ODIA	5,754,699
14	DHWANI PRATIDHWANI	ODIA	212,124
15	DINALIPI	ODIA	796,620
16	DINDAYAL MAIL	ODIA	6,467
17	HIRANCHAL	ODIA	55,491
18	JUGASHREE JUGANARI	ODIA	45,405
19	KADAMBINI	ODIA	11,254
20	KALINGA MAIL	ODIA	56,228
21	KOSHALA PRABAHA	ODIA	6,467
22	KRANTIDHARA	ODIA	43,085
23	KRUSHAK SAMBAD	ODIA	6,791
24	LOKA SAMPARKA	ODIA	6,467
25	LOKAKATHA	ODIA	76,027
26	MAHABHARAT	ODIA	65,594
27	MALLAHAR	ODIA	25,860
28	MANABIKATAR KATHA	ODIA	6,791
29	MANTHAN	ODIA	135,009
30	MATRUBHASA	ODIA	1,376,912
31	MUKTA MANDAP	ODIA	37,071
32	NANDINI	ODIA	22,158
33	NIJUKTI KHABAR	ODIA	23,102
34	NITIDIN	ODIA	1,107,040
35	NYAYABATI	ODIA	359,561
36	ODISHA BHASKAR	ODIA	2,774,912
37	ODISHA EXPRESS	ODIA	2,229,047
38	ODISHA KHABAR	ODIA	108,157
39	ODISHA SANDESH	ODIA	6,467
40	ODIYARA SANMANA	ODIA	84,902
41	ORIYA GALPARA NABAJATAK KATHA	ODIA	19,883
42	PARYABEKHYAK	ODIA	87,738
43	PRAGATIVADI	ODIA	4,997,760
44	PRAJATANTRA	ODIA	3,354,286
45	PRAMEYA	ODIA	8,126,131
46	PRASANT	ODIA	18,188
47	PRATIDIN	ODIA	1,814,918
48	RAJANITEE EXPRESS	ODIA	6,467

49	SAMAYARA CHAKRA	ODIA	8,578
50	SAMBAD	ODIA	9,687,201
51	SAMBAD KALIKA	ODIA	996,520
52	SANCHAR	ODIA	99,912
53	SARBASADHARANA	ODIA	13,538
54	SASANA KHABAR	ODIA	5,851
55	SATYARA SWARA NIRBHAY	ODIA	379,303
56	SEITHO ARAMBHA	ODIA	314,024
57	SRUTI	ODIA	201,941
58	SWADHIKAR	ODIA	438,384
59	TEERTH KHETRA	ODIA	180,804
60	THE KALANTAR	ODIA	38,508
61	THE KHOLADWAR	ODIA	9,413
62	THE KLAINGA PRAVA	ODIA	8,120
63	THE NUTANBARTA	ODIA	338,190
64	THE NYAYABATI	ODIA	70,525
65	THE SAKALA	ODIA	223,024
66	THE SAMAJ	ODIA	9,528,383
67	THE SAMAYA	ODIA	1,784,058
68	THE SURYASTA	ODIA	6,791
69	THE UTKAL SAMACHAR	ODIA	388,112
70	UNNATI PATHE	ODIA	6,467
71	UTKAL MAIL	ODIA	432,409
72	UTKAL-SAMAJ	ODIA	186,022
73	VISWABANI	ODIA	5,851

## ANNEXURE-II

PRINT MEDIA EXPENDITURE IN ODIA LANGUAGE FOR FINANCIAL YEAR 2021-2022			
SL.NO	NEWSPAPER NAME	LANGUAGE	AMOUNT OF EXPENDITURE
1	AAROOP	ODIA	27,916
2	AGAMI ORISSA	ODIA	8,965
3	AGNISHIKHA	ODIA	68,042
4	AJIKALI	ODIA	948,977
5	AMARIKATHA	ODIA	4,641
6	ANUDHYANA	ODIA	6,143
7	ANUPAM BHARAT	ODIA	476,989
8	AWHAWAN	ODIA	6,467
9	BHARAT DARSAN	ODIA	34,097
10	BHARAT DARSHAN	ODIA	57,965
11	CAPITAL POSTER	ODIA	6,467
12	DARSHANA	ODIA	160,008
13	DESABARTA	ODIA	187,746
14	DHARITRI	ODIA	4,130,049
15	DHWANI PRATIDHWANI	ODIA	169,125
16	DINALIPI	ODIA	707,186
17	DINDAYAL MAIL	ODIA	6,467
18	EMPLOYMENT SOLUTION	ODIA	20,262
19	ESWAR	ODIA	24,969
20	GUPTA KHABAR	ODIA	4,633
21	HIRANCHAL	ODIA	38,592
22	INTER CITY EXPRESS	ODIA	6,791
23	JANATAR BANDHU	ODIA	9,737
24	JUBA MORCHA	ODIA	23,934
25	JUGASHREE JUGANARI	ODIA	24,286
26	KABI	ODIA	15,443
27	KALINGA MAIL	ODIA	22,757
28	KOSHALA PRABAHA	ODIA	6,467
29	KRANTIDHARA	ODIA	70,317
30	KRUSHAK SAMBAD	ODIA	14,394
31	LOKAKATHA	ODIA	35,059
32	MAHABHARAT	ODIA	32,634
33	MAHILA PATRIKARA NABADIGANTA SOBHANA	ODIA	17,158
34	MANABIKATAR KATHA	ODIA	6,790
35	MANTHAN	ODIA	25,056
36	MATRUBHASA	ODIA	1,257,698
37	MEDIA AGE	ODIA	8,120
38	MUKTA KALAMA	ODIA	6,159
39	MUKTA MANDAP	ODIA	14,395
40	NANDINI	ODIA	6,409
41	NIJUKTI KHABAR	ODIA	9,737
42	NIRBHAYA	ODIA	4,633
43	NITIDIN	ODIA	1,382,695
44	NYAYABATI	ODIA	222,999
45	ODISHA BHASKAR	ODIA	2,215,710
46	ODISHA EXPRESS	ODIA	798,413
47	ODISHA KHABAR	ODIA	212,821
48	ODISHA NEWS	ODIA	6,159
49	ODISHA SANDESH	ODIA	6,467
50	ODIYARA SANMANA	ODIA	9,737
51	ORIYA GALPARA NABAJATAK KATHA	ODIA	8,579
52	PALLIBADHU	ODIA	7,598

53	PARIBARTAN	ODIA	64,264
54	PARYABEKHYAK	ODIA	64,704
55	PRABAHA	ODIA	25,154
56	PRAGATIVADI	ODIA	5,342,478
57	PRAJATANTRA	ODIA	2,402,861
58	PRAMEYA	ODIA	8,610,199
59	PRASANT	ODIA	97,823
60	PRATIDIN	ODIA	2,512,875
61	PRATIGYAN	ODIA	9,273
62	PRUSTA BHUMI	ODIA	4,865
63	RAJADHANI NEWS	ODIA	4,633
64	RAJANITEE EXPRESS	ODIA	22,596
65	RAJNITI	ODIA	14,702
66	RAVIVASARIYA KALIKA	ODIA	15,407
67	SABUJA ODISAR KH.PHARDA	ODIA	15,683
68	SABURIKATHA	ODIA	6,467
69	SAHANA MELA	ODIA	9,413
70	SAJAGA	ODIA	42,761
71	SAMAYA	ODIA	43,341
72	SAMAYARA DHARA	ODIA	6,159
73	SAMBAD	ODIA	6,578,625
74	SAMBAD KALIKA	ODIA	906,201
75	SANCHAR	ODIA	16,943
76	SARBASADHARANA	ODIA	61,432
77	SASANA KHABAR	ODIA	21,565
78	SATYA KHABAR	ODIA	6,467
79	SATYARA SWARA NIRBHAY	ODIA	337,960
80	SEITHO ARAMBHA	ODIA	269,496
81	SHRAMIKA MALIKA	ODIA	9,981
82	SOOCHANA PATRA	ODIA	22,699
83	SRUTI	ODIA	13,387
84	SURYAPRAVA	ODIA	1,052,943
85	SWADHIKAR	ODIA	495,724
86	SWATANTRA BARTA	ODIA	26,582
87	TEERTH KHETRA	ODIA	71,298
88	THE ANUSILAN	ODIA	2,898
89	THE BISWAS	ODIA	20,542
90	THE KALANTAR	ODIA	19,944
91	THE KLAINGA PRAVA	ODIA	29,863
92	THE NUTANBARTA	ODIA	380,788
93	THE NYAYABATI	ODIA	68,417
94	THE SAKALA	ODIA	549,609
95	THE SAMAJ	ODIA	8,080,773
96	THE SAMAYA	ODIA	2,322,192
97	THE SURYASTA	ODIA	6,791
98	THE UTKAL SAMACHAR	ODIA	288,676
99	TULASI KHETRA	ODIA	5,450
100	UTKAL MAIL	ODIA	244,386
101	UTKAL VANI	ODIA	6,467
102	UTKAL-SAMAJ	ODIA	76,374
103	VIKAS BARTA	ODIA	27,848
104	VISWABANI	ODIA	51,584

## ANNEXURE-III

PRINT MEDIA EXPENDITURE IN ODIA LANGUAGE FOR FINANCIAL YEAR 2022-2023			
SL.NO	NEWSPAPER NAME	LANGUAGE	AMOUNT OF EXPENDITURE
1	AAROOP	ODIA	19,587
2	AGAMI ORISSA	ODIA	11,701
3	AGNISHIKHA	ODIA	61,425
4	AJIKALI	ODIA	1,086,970
5	ANUDHYANA	ODIA	18,429
6	ANUPAM BHARAT	ODIA	617,615
7	AROMV	ODIA	8,272
8	BHARAT DARSHAN	ODIA	92,952
9	BHARAT DARSHAN	ODIA	114,539
10	DARSHANA	ODIA	75,845
11	DESABARTA	ODIA	267,068
12	DHARITRI	ODIA	6,729,654
13	DHWANI PRATIDHWANI	ODIA	85,740
14	DINALIPI	ODIA	342,847
15	ESWAR	ODIA	36,273
16	HIRANCHAL	ODIA	65,764
17	JUBA MORCHA	ODIA	47,553
18	JUGASHREE JUGANARI	ODIA	27,182
19	KALINGA MAIL	ODIA	14,788
20	KRANTIDHARA	ODIA	115,566
21	LOKAKATHA	ODIA	19,816
22	MAHABHARAT	ODIA	29,119
23	MALLAHAR	ODIA	9,228
24	MANTHAN	ODIA	28,065
25	MATRUBHASA	ODIA	2,259,210
26	MUKTA MANDAP	ODIA	51,127
27	NANDINI	ODIA	25,295
28	NIJUKTI KHABAR	ODIA	18,307
29	NITIDIN	ODIA	960,556
30	NYAYABATI	ODIA	56,701
31	ODISHA BHASKAR	ODIA	6,419,809
32	ODISHA EXPRESS	ODIA	1,062,651
33	ODISHA KHABAR	ODIA	111,787
34	PALLIBADHU	ODIA	6,468
35	PARIBARTAN	ODIA	12,454
36	PARYABEKHYAK	ODIA	38,012
37	PRABAHA	ODIA	13,077
38	PRAGATIVADI	ODIA	5,493,881
39	PRAJATANTRA	ODIA	2,229,291
40	PRAMEYA	ODIA	16,631,641
41	PRASANT	ODIA	194,329
42	PRATIDIN	ODIA	3,754,516
43	RAJANITEE EXPRESS	ODIA	4,928
44	RAJNITI	ODIA	30,298
45	RAVIVASARIYA KALIKA	ODIA	15,639
46	SABUJA ODISAR KH.PHARDA	ODIA	7,418
47	SAJAGA	ODIA	62,634
48	SAMBAD	ODIA	11,965,567

49	SAMBAD KALIKA	ODIA	2,197,666
50	SARBASADHARANA	ODIA	6,143
51	SASANA KHABAR	ODIA	34,677
52	SATYARA SWARA NIRBHAY	ODIA	200,604
53	SEITHO ARAMBHA	ODIA	203,971
54	SINDHUJA	ODIA	25,533
55	SRUTI	ODIA	15,986
56	SURYAPRAVA	ODIA	876,920
57	SWADHIKAR	ODIA	279,020
58	SWATANTRA BARTA	ODIA	12,286
59	TEERTH KHETRA	ODIA	28,848
60	THE BISWAS	ODIA	13,405
61	THE KALANTAR	ODIA	3,614
62	THE NUTANBARTA	ODIA	335,543
63	THE NYAYABATI	ODIA	28,542
64	THE SAKALA	ODIA	1,746,394
65	THE SAMAJ	ODIA	13,846,169
66	THE SAMAYA	ODIA	4,231,539
67	THE SUDHAR	ODIA	28,451
68	THE UTKAL SAMACHAR	ODIA	491,115
69	UTKAL MAIL	ODIA	197,244
70	UTKAL-SAMAJ	ODIA	76,545
71	VISWABANI	ODIA	56,130

## ANNEXURE-IV

PRINT MEDIA EXPENDITURE IN ODIA LANGUAGE FOR FINANCIAL YEAR 2023-2024			
SL.NO	NEWSPAPER NAME	LANGUAGE	AMOUNT OF EXPENDITURE
1	AAROOP	ODIA	58,331
2	AJIKALI	ODIA	1,163,904
3	ANUPAM BHARAT	ODIA	599,689
4	BHARAT DARSAN	ODIA	27,884
5	BHARAT DARSHAN	ODIA	6,625
6	DARSHANA	ODIA	196,414
7	DESABARTA	ODIA	21,184
8	DHARITRI	ODIA	11,075,493
9	DHWANI PRATIDHWANI	ODIA	63,854
10	DINALIPI	ODIA	278,500
11	HIRANCHAL	ODIA	116,504
12	JATIYA CHETANA	ODIA	13,077
13	JUBA MORCHA	ODIA	143,847
14	JUGASHREE JUGANARI	ODIA	129,094
15	KADAMBINI	ODIA	80,592
16	KALINGA MAIL	ODIA	6,143
17	KRANTIDHARA	ODIA	17,390
18	MANTHAN	ODIA	6,143
19	MATRUBHASA	ODIA	2,424,579
20	MUKTA MANDAP	ODIA	19,157
21	NANDINI	ODIA	71,408
22	NIJUKTI KHABAR	ODIA	146,456
23	NIRBHAY SUCHANA	ODIA	3,478
24	NITIDIN	ODIA	1,304,468
25	NYAYABATI	ODIA	13,301
26	ODISHA BHASKAR	ODIA	5,303,041
27	ODISHA EXPRESS	ODIA	543,382
28	ODISHA KHABAR	ODIA	127,542
29	PARIBARTAN	ODIA	185,685
30	PRABAHA	ODIA	123,690
31	PRAGATIVADI	ODIA	3,373,544
32	PRAJATANTRA	ODIA	2,431,505
33	PRAMEYA	ODIA	17,098,203
34	PRASANT	ODIA	120,049
35	PRATIDIN	ODIA	1,528,248
36	PRATIRODHA	ODIA	29,511
37	PRUSTA BHUMI	ODIA	19,674
38	RAJNITI	ODIA	69,646
39	SAJAGA	ODIA	6,143
40	SAMBAD	ODIA	14,731,729
41	SAMBAD KALIKA	ODIA	1,087,019
42	SASANA KHABAR	ODIA	12,421
43	SATYA APARADHA KAHANEE	ODIA	170,002
44	SATYARA SWARA NIRBHAY	ODIA	109,648
45	SEITHO ARAMBHA	ODIA	140,700
46	SINDHUJA	ODIA	115,647
47	SRUTI	ODIA	72,342
48	SURYAPRAVA	ODIA	832,616

49	SWADHIKAR	ODIA	386,685
50	TEERTH KHETRA	ODIA	23,412
51	THE BISWAS	ODIA	52,308
52	THE NUTANBARTA	ODIA	101,476
53	THE SAKALA	ODIA	2,476,849
54	THE SAMAJ	ODIA	10,204,365
55	THE SAMAYA	ODIA	1,862,288
56	THE UTKAL SAMACHAR	ODIA	302,367
57	UTKAL MAIL	ODIA	329,752
58	UTKAL VANI	ODIA	13,077

## ANNEXURE-V

PRINT MEDIA EXPENDITURE IN ODIA LANGUAGE FOR FINANCIAL YEAR 2024-2025			
SL.NO	NEWSPAPER NAME	LANGUAGE	AMOUNT OF EXPENDITURE
1	AAROOP	ODIA	17,190
2	AJIKALI	ODIA	382,629
3	ANUPAM BHARAT	ODIA	618,332
4	BHARAT DARSAN	ODIA	25,052
5	BHARAT DARSHAN	ODIA	6,023
6	DARSHANA	ODIA	37,983
7	DESABARTA	ODIA	38,766
8	DHARITREE	ODIA	3,640,665
9	DHARITRI	ODIA	2,870,815
10	DHWANI PRATIDHWANI	ODIA	6,023
11	DINALIPI	ODIA	142,924
12	HIRANCHAL	ODIA	95,789
13	JUBA MORCHA	ODIA	47,553
14	JUGASHREE JUGANARI	ODIA	35,922
15	MATRUBHASA	ODIA	1,632,527
16	MUKTA KALAMA	ODIA	14,794
17	MUKTA MANDAP	ODIA	3,441
18	NITIDIN	ODIA	161,082
19	NYAYABATI	ODIA	17,190
20	ODISHA BHASKAR	ODIA	3,370,887
21	ODISHA EXPRESS	ODIA	292,436
22	ODISHA KHABAR	ODIA	26,018
23	PARIBARTAN	ODIA	73,480
24	PRABAHA	ODIA	30,100
25	PRAGATIVADI	ODIA	1,461,144
26	PRAJATANTRA	ODIA	554,102
27	PRAMEYA	ODIA	13,581,516
28	PRASANT	ODIA	48,627
29	PRATIDIN	ODIA	1,443,355
30	PRATIRODHA	ODIA	49,185
31	RAJNITI	ODIA	50,759
32	SABUJA ODISAR KH.PHARDA	ODIA	27,199
33	SAJAGA	ODIA	46,578
34	SAMAJ	ODIA	3,135,798
35	SAMBAD	ODIA	9,315,773
36	SAMBAD KALIKA	ODIA	1,127,912
37	SATYARA SWARA NIRBHAY	ODIA	7,083
38	SEITHO ARAMBHA	ODIA	6,022
39	SINDHUJA	ODIA	18,024
40	SOOCHANA PATRA	ODIA	54,398
41	SRUTI	ODIA	1,348
42	SURYAPRAVA	ODIA	481,612
43	SWADHIKAR	ODIA	124,600
44	TEERTH KHETRA	ODIA	19,382
45	THE NUTANBARTA	ODIA	68,394
46	THE SAKALA	ODIA	667,344
47	THE SAMAJ	ODIA	3,987,214
48	THE SAMAYA	ODIA	1,864,629

49	THE UTKAL SAMACHAR	ODIA	103,604
50	UTKAL MAIL	ODIA	161,994
51	VIKAS BARTA	ODIA	21,636

### Annexure -A

AV Media Wise					
Wing	2020-21	2021-22	2022-23	2023-24	2024-25
BC (Radio)	58,29,739	23,23,807	29,87,193	44,03,154	45,00,590
CRS	2,20,598	1,14,435	47,359	3,94,441	9,85,416
TC (TV)	80,76,158	20,62,890	54,17,481	1,22,97,753	2,74,99,196

## Annexure-B

Expenditure via Electronic media during the FY 2020-21 (Amount in Rupees)		
wing	Agency Name	Amount
TC	COLORS ORIYA	1,59,985
TC	KANAK TV	31,92,535
TC	MBC TV	4,34,598
TC	News 7	27,87,617
TC	Zee Delhi NCR Haryana	15,01,423

Expenditure via Electronic media during the FY 2022-23 (Amount in Rupees)		
wing	Agency Name	Amount
TC	Argus	11,66,638
TC	COLORS ORIYA	42,189
TC	KANAK TV	24,49,471
TC	Nandighosha TV	2,89,603
TC	News 7	13,22,298

Expenditure via Electronic media during the FY 2024-25 (Amount in Rupees)		
wing	Agency Name	Amount
TC	Argus	64,16,803
TC	KANAK TV	1,23,324
TC	Nandighosha TV	70,21,678
TC	News 7	81,91,542
TC	Zee Delhi NCR Haryana	45,15,152
TC	NEWS 18 ODIA	6,01,119
TC	KALINGA TV	2,48,266
TC	SIDHARTH TV	1,535
TC	ARGUS	3,79,777

Expenditure via Electronic media during the FY 2021-22 (Amount in Rupees)		
wing	Agency Name	Amount
TC	COLORS ORIYA	15,560
TC	KANAK TV	9,42,704
TC	MBC TV	3,84,428
TC	News 7	3,84,157
TC	Zee Delhi NCR Haryana	3,36,041

Expenditure via Electronic media during the FY 2023-24 (Amount in Rupees)		
wing	Agency Name	Amount
TC	Argus	15,69,095
TC	KANAK TV	21,21,964
TC	Nandighosha TV	6,41,235
TC	News 7	55,14,368
TC	Zee Delhi NCR Haryana	24,51,091